

Our new St. Peter Television Commercial Advertisement of TVC Ad is currently being shown in all SM Movie Theatres nationwide. Most recently, we have been nominated as one of the best TVC ads for this year's Catholic Mass Media Awards.



## YANINA DRIS : The Face that Launched the Pink Kabaong

Story by Karlo G. Magpayo

She wasn't part of the original batch of talents who auditioned for the lead role in the next St. Peter TV Commercial. She came to us by chance and to be exact, on the last day of casting. She was the last but apparently the best option.

Prior to the production of the new St. Peter TV Commercial, my team of creative folks from the Marketing Department gathered some talented and pretty women to chance on playing the role of Girlie, the girl who wants a pink *kabaong* (casket) for her funeral. It was a challenging yet equally fun process of interviewing and evaluating several young ladies who were pre-selected to become the new St. Peter girl. Taking in the suggestions of the LEADCOM (especially of Atty. Carlos who was very active in the selection process and shared a lot of his opinions) and from the look of the dissecting eyes of the boys

at the Head Office, another lovely and bubbly damsel would have played the lead role. Until...

Her name is Yanina "Yani" Sugay Dris. She is 23 years old, likes to read books and plays badminton and table tennis. Best known for her appearance in a wireless communications network TV Commercial, Yani started modeling at age sixteen.

On the day of the shoot, I was fortunate to have a little chitchat with our new endorser. Frankly speaking, she is more than just pretty. She is fascinating.

*KGM: So Yani, how long have you been modeling?*

*YANI: Mga 3-4 years na po. Although, I've never been part of the leading role, so this is my first.*

*KGM: Eh di, swerte pala ang St. Peter sa'yo?*

*YANI: Oo na, Sir Karlo. Syempre! O di ba?*

*KGM: What other commercials have you done?*

*YANI: I did ads for a seasoning product, shampoos, soaps, etc. I can't remember yung iba. (laughs)*

*KGM: How do you feel about the storyline and the company you are endorsing – St. Peter?*

*YANI: Ok lang po. At first I was scared kasi po I thought mag-shoot tayo inside the casket but hindi naman pala. Kasi naman di ba Sir Karlo, it's about death, yung business ng St. Peter. Eh, nakakatakot kasi. Pero of course now, I have a better understanding. Hindi naman pala ganun.*

*KGM: That's good. Actually, we call ourselves DeathCare Experts who provide the best and most complete funeral services this side of town!*

*YANI: (laughs)*

*KGM: We are on our last few hours of the shoot. Kumusta naman so far? Hindi ba nakakapagod?*

*YANI: Ok lang sanay na po ako. It's actually fun nandito naman kayo eh.*

**KGM:** How is Butch, your co-star?

**YANI:** He's ok naman po. Syempre first time at kinakabahan pa. But, he'll get used to it in time.

**KGM:** That's good to hear.

(See how the conversation turned to Yani as the interviewer...)

**Yani:** Sir, do you plan on having another TVC soon?

**KGM:** Most definitely. Some time end of 2009. I would like to come up with another one focused on E-Burol.

**YANI:** Yeah, that's nice. (giggles) I heard a lot about E-Burol. Ang galing galing naman! Anoyun Sir may bayad?

**KGM:** It's a free value-added service to selected Chapel customers.

**YANI:** Wow naman. (smiles)

I still would have wanted to continue the deepening conversation when... "Guys, guys, game na, shoot na tayo ulit." I heard Direk calling the cast and crew to resume the taping.

Above all, the new TVC is a success for the company, being a nominee for this year's Catholic Mass Media Awards (CMMA). Thanks to Yani – for being beautiful, whether it be face-to-face or onscreen, and for adding the innocent and charming appeal to our new St. Peter TVC. We look forward to seeing more of her soon in the next installment of our St. Peter TVC series. –

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Scenes during the shooting day of TVC with Yani Dris & Butch. This was shot using the latest state-of-the-art Panasonic High Definition (HD) Camera fit for Bluray and DVDHD formats.

photos by  
Karlo Magpayo

